



WPTV

# ORDER

Print Date 10/23/12

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Flight Dates **10/25/12-10/29/12**

Contract / Revision      **315515 /**

Original Date / Revision  
10/22/12    10/23/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Obama for America**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:30:00

Estimate #            **2175 OFA 60s Add**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes           POL           POL           CAND

Product Codes   PL

Priority               P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

| Account Executive    | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WFGC              | %          |        |
| WFLX              | %          |        |
| WPBF              | %          |        |
| WPEC              | %          |        |
| WPPB              | %          |        |
| WPXP              | %          |        |
| WTCE              | %          |        |
| WTCN              | %          |        |
| WTVX              | %          |        |
| WXEL              | %          |        |

## Order Totals

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012  | 13         | \$26,945.00        | \$31,700.00        | 0.00        |
| November 2012 | 4          | \$9,775.00         | \$11,500.00        | 0.00        |
| <b>Totals</b> | <b>17</b>  | <b>\$36,720.00</b> | <b>\$43,200.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12   | 10/28/12 | 13      | \$26,945.00 | \$31,700.00  |
| 10/29/12   | 10/29/12 | 4       | \$9,775.00  | \$11,500.00  |

|       |      |                   |                 |                      |       |                |             |      |                   |             |     |               | <u>Totals</u> |            |
|-------|------|-------------------|-----------------|----------------------|-------|----------------|-------------|------|-------------------|-------------|-----|---------------|---------------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code       | Break | Start/End Time | Days        | Len  | Spots             | Rate        | Pri | Rtg Type      | Spots         | Amount     |
| N 1   | WPTV | 10/25/12          | 10/29/12        | M-F 6-7a<br>M-F 6-7a | CM    | 6-7a           | M - TF - -  | 1:00 | 2                 | \$1,800.00  | P-1 | 0.00 NM       | 2             | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |             |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |            |
| Week: |      | 10/23/12          | 10/29/12        | M - TF - -           |       |                |             |      | 2                 | \$1,800.00  |     | 0.00          |               |            |
| N 2   | WPTV | 10/25/12          | 10/29/12        | M-F 7-9a<br>M-F 7-9a | CM    | 7-9a           | M - TF - -  | 1:00 | 2                 | \$1,900.00  | P-1 | 0.00 NM       | 2             | \$3,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |             |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |            |
| Week: |      | 10/23/12          | 10/29/12        | M - TF - -           |       |                |             |      | 2                 | \$1,900.00  |     | 0.00          |               |            |
| N 3   | WPTV | 10/25/12          | 10/29/12        |                      | CM    | 8-10a          | - - - - S - | 1:00 | 1                 | \$1,450.00  | P-1 | 0.00 NM       | 1             | \$1,450.00 |



**WPTV**

Print Date: 10/23/12

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Contract / Revision    **315515**    Flight Dates **10/25/12-10/29/12**

Hiatus Dates

Original Date / Revision    10/22/12/    10/23/12

Order Sep    00:30:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **2175 OFA 60s Add**

| Ln   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time     | Days    | Len  | Spots             | Rate        | Pri | Rtg           | Type   | Totals |             |
|------|------|-------------------|-----------------|-----------------|-------|--------------------|---------|------|-------------------|-------------|-----|---------------|--------|--------|-------------|
|      |      |                   |                 |                 |       |                    |         |      |                   |             |     |               |        | Spots  | Amount      |
|      |      |                   |                 | Sa 8-10a        |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      |                   |                 | Sa 8-10a        |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | -----S-         |       |                    |         |      | 1                 | \$1,450.00  |     | 0.00          |        |        |             |
| N 4  | WPTV | 10/25/12          | 10/29/12        | Su 8-9a         | CM    | 8-9a               | -----S  | 1:00 | 1                 | \$2,150.00  | FX  | 0.00          | NM     | 1      | \$2,150.00  |
|      |      |                   |                 | Su 8-9a         |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | -----S          |       |                    |         |      | 1                 | \$2,150.00  |     | 0.00          |        |        |             |
| N 5  | WPTV | 10/25/12          | 10/29/12        | M-F 9-10a       | CM    | 9-10a              | M--TF-- | 1:00 | 2                 | \$1,300.00  | FX  | 0.00          | NM     | 2      | \$2,600.00  |
|      |      |                   |                 | M-F 9-10a       |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 2                 | \$1,300.00  |     | 0.00          |        |        |             |
| N 6  | WPTV | 10/25/12          | 10/29/12        | M-F 5-530p      | CM    | 5-530p             | M--TF-- | 1:00 | 1                 | \$3,200.00  | FX  | 0.00          | NM     | 1      | \$3,200.00  |
|      |      |                   |                 | M-F 5-530p      |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 1                 | \$3,200.00  |     | 0.00          |        |        |             |
| N 7  | WPTV | 10/25/12          | 10/29/12        | M-F 530-6p      | CM    | 530-6p             | M--TF-- | 1:00 | 2                 | \$3,200.00  | FX  | 0.00          | NM     | 2      | \$6,400.00  |
|      |      |                   |                 | M-F 530-6p      |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 2                 | \$3,200.00  |     | 0.00          |        |        |             |
| N 8  | WPTV | 10/25/12          | 10/29/12        | M-F 6-630p      | CM    | 6-630p             | M--TF-- | 1:00 | 1                 | \$3,600.00  | FX  | 0.00          | NM     | 1      | \$3,600.00  |
|      |      |                   |                 | M-F 6-630p      |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 1                 | \$3,600.00  |     | 0.00          |        |        |             |
| N 9  | WPTV | 10/25/12          | 10/29/12        | M-F 630-7p      | CM    | 630-7p             | M--TF-- | 1:00 | 1                 | \$3,600.00  | P-3 | 0.00          | NM     | 1      | \$3,600.00  |
|      |      |                   |                 | M-F 630-7p      |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 1                 | \$3,600.00  |     | 0.00          |        |        |             |
| N 10 | WPTV | 10/25/12          | 10/29/12        | Su 6p           | CM    | 6-630p             | -----S  | 1:00 | 1                 | \$1,700.00  | FX  | 0.00          | NM     | 1      | \$1,700.00  |
|      |      |                   |                 | Su 6p           |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | -----S          |       |                    |         |      | 1                 | \$1,700.00  |     | 0.00          |        |        |             |
| N 11 | WPTV | 10/25/12          | 10/29/12        | M-F 11-1135p    | CM    | 11-1135p           | M--TF-- | 1:00 | 2                 | \$2,800.00  | FX  | 0.00          | NM     | 2      | \$5,600.00  |
|      |      |                   |                 | M-F 11-1135p    |       |                    |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | M--TF--         |       |                    |         |      | 2                 | \$2,800.00  |     | 0.00          |        |        |             |
| N 12 | WPTV | 10/25/12          | 10/29/12        | NFL Game        | CM    | 4p-12a             | -----S  | 1:00 | 1                 | \$5,500.00  | P-1 | 0.00          | NM     | 1      | \$5,500.00  |
|      |      |                   |                 | NFL Game        |       | (8:15 PM-11:30 PM) |         |      |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                    |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 10/23/12    | 10/29/12        | -----S          |       |                    |         |      | 1                 | \$5,500.00  |     | 0.00          |        |        |             |
|      |      |                   |                 |                 |       |                    |         |      |                   |             |     |               | Totals | 17     | \$43,200.00 |